

Form PTO-595 (Rev. 08/05)
OMB No. 0651-0027 (exp. 6/30/2008)

02-06-2006

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office



103172355

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)

Peter MacIver, Jim Keifer, James Zielinski,
Matt Thorne and Ryan Ciociola

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance/Execution Date(s):

Execution Date(s) Dec. 20 and 21, 2005 and Jan. 11, 2006

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Joint Research Agreement
☐ Government Interest Assignment
☐ Executive Order 9424, Confirmatory License
☐ Other _____

2. Name and address of receiving party(ies)

Name: Mattel, Inc.

Internal Address: _____

Street Address: 333 Continental Boulevard

City: El Segundo

State: California

Country: USA Zip: 90245-5012

Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application or patent number(s):

☐ This document is being filed together with a new application.

A. Patent Application No.(s)

11/199,718

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

5. Name and address to whom correspondence concerning document should be mailed:

Name: Peter D. Sabido

Internal Address: Kolisch Hartwell, P.C.

Street Address: 520 S.W. Yamhill Street, Suite 200

City: Portland

State: Oregon Zip: 97204

Phone Number: (503) 224-6655

Fax Number: (503) 295-6679

Email Address: _____

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40

- ☐ Authorized to be charged by credit card
☐ Authorized to be charged to deposit account
☒ Enclosed
☐ None required (government interest not affecting title)

8. Payment Information

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number _____

Authorized User Name _____

9. Signature:

Signature

January 30, 2006

Date

Peter D. Sabido

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents:

6

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, V.A. 22313-1450 KH File: MAT 3R6

02/03/2006 DEMMANU1 00000030 11199718

03 FC:8021

40.00 DP

PATENT
REEL: 017522 FRAME: 0447

ASSIGNMENT

WHEREAS, we, Peter MacIver of Huntington Beach, CA, Jim Keifer of Manhattan Beach, CA, James Zielinski of Hawthorne, CA, Matt Thorne of Culver City, CA, and Ryan Ciociola of Hermosa Beach, CA, have invented certain improvements in INTERACTIVE DVD GAMING SYSTEMS, for which we filed U.S. Patent Application Serial No. 11/199,718 on August 8, 2005; and

WHEREAS, Mattel, Inc., a Delaware corporation, having its principal place of business in El Segundo, California, is desirous of acquiring an interest therein;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which hereby are acknowledged, we, Peter MacIver, Jim Keifer, James Zielinski, Matt Thorne and Ryan Ciociola, have sold, assigned, and transferred, and do hereby sell, assign, and transfer, to Mattel, Inc., its successors and assigns, the full and exclusive right to the invention in the United States and its territorial possessions and in all foreign countries, and the entire right, title, and interest in and to any and all Letters Patent that may be granted therefor in the United States and its territorial possessions and in any and all foreign countries, and in and to any and all divisions, continuations, reissues, substitutions, and extensions thereof.

We hereby authorize and request the Patent Office officials in the United States and any and all foreign countries to issue any and all of said Letters Patent, when granted, to Mattel, Inc., as the assignee of our entire right, title, and interest in and to the same, for the sole use of Mattel, Inc., and its successors and assigns.

Further, we hereby covenant and agree to and with Mattel, Inc., and its successors and assigns, at the time of execution and delivery of these presents, that we are the sole and lawful owner of the entire right, title, and interest in and to the invention and the above-identified patent application, and that the same are unencumbered, and that we have good and full right and lawful authority to sell and convey the same in the manner herein set forth.

Further, we agree that we will communicate to Mattel, Inc., or its representatives, any facts known to us respecting the invention, and testify in any legal proceedings, sign all lawful papers, execute all divisional, continuation, reissue, substitution, and extension applications, execute all necessary assignment papers to cause any and all of said Letters Patent to be issued to Mattel, Inc., make all rightful oaths, and generally do everything possible to aid Mattel, Inc., and its successors and assigns, to obtain and enforce proper protection for the invention in the United States and in any and all foreign countries.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 11
day of JAN., 2006.


Peter MacIver

Witness:

Signature: 

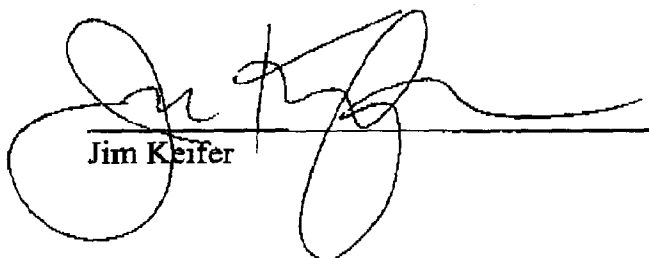
Name: Anita Kershner

Address: 333 Continental Blvd

City & State: El Segundo, CA 90245

Page 2 - ASSIGNMENT TO MATTEL, INC.
Serial No. 11/199,718

IN TESTIMONY WHEREOF, I have hereunto set my hand this 21st
day of December, 2005.


Jim Keifer

Witness:

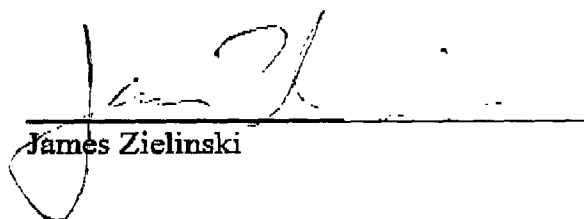
Signature: Anita Kersting

Name: Anita Kersting

Address: 333 Continental Blvd.

City & State: El Segundo, CA 90245

IN TESTIMONY WHEREOF, I have hereunto set my hand this 20th
day of DECEMBER, 2005.


James Zielinski

Witness:

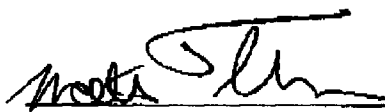
Signature: Anita Kersting

Name: Anita Kersting

Address: 333 Continental Blvd.

City & State: El Segundo, CA 90245

IN TESTIMONY WHEREOF, I have hereunto set my hand this 20th
day of December, 2005.


Matt Thorne

Witness:

Signature: 

Name: Anita Kersting

Address: 533 Continental Blvd

City & State: El Segundo, CA 90245

IN TESTIMONY WHEREOF, I have hereunto set my hand this _____
day of _____, 2005.

Ryan Ciociola

Witness:

Signature: _____

Name: _____

Address: _____

City & State: _____

IN TESTIMONY WHEREOF, I have hereunto set my hand this _____
day of _____, 2005.

Matt Thorne

Witness:


Signature: _____

Name: _____

Address: _____

City & State: _____

IN TESTIMONY WHEREOF, I have hereunto set my hand this 20th
day of December, 2005.



Ryan Ciociola

Witness:

Signature: Matthew Kirchner

Name: Matthew Kirchner

Address: 4941 Bruges Ave

City & State: Woodland Hills, CA